

CANADIAN MOVING PICTURE DIGEST

Vol. 20, No. 8

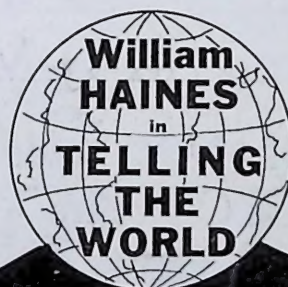
TORONTO 2, CANADA

June 23rd, 1928

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GLORIFYING THE NEWSPAPER CRAFT

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



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M-G-M-GOLDWYN-MAYER

THE COMPANY THAT DOES THINGS

Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

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TORONTO, CANADA

June 23rd, 1928

"One Born Every Minute"



RAY LEWIS

MERGERS, rumours of mergers, Wall Street on Broadway in the Motion Picture Theatres, and Picture Palaces treading the Treadmill of Wall St. A new race of Showmen from the "chin up."

Visualizing a consolidation of Motion Picture production, theatres, accessories, all one company and its subsidiaries.

The air fairly tingles with rumours which even involve the Big Three. Who are the Big Three to-day? Ask Wall St. The regular Showman and the "Chin up Showman" do not always agree.

The Motion Picture Gold Rush for prospectors appears to be over. All claims are staked. The pioneers found gold; and the Financiers will now regulate and control what the Motion Picture Fields have now to offer.

The "Talking Motion Pictures" brings into the Spotlight a new array of Showmen from the "chin up."

"One born every minute" said a Showman who functioned as such from the "toes up."

What the public wants is novelty, a surprise, humans are adventurers in quest of the unexpected, "Talking Pictures" will get them, so say the Showmen from the "chin up."

Wall St. gold likes the idea. It is mechanical, the public is mechanical, the age is Machine-Made, give the public what it wants; and if it is uncertain, sell them the idea, "one born every minute."

Radio Corporation, American Electric, Westinghouse, etc., etc., consolidated every device which can be used to make pictures talk.

Monopoly appears to be a matter of vision and foresight.

But in Life, "the duck gobbles up the worm, the man gobbles up the duck and the worm gobbles up the man."

Distributors in the Power of Exhibitors, Exhibitors in the power of Distributors, and Distributors in the power of "Talking Pictures?"

All depends on the public, but since the analysis of "one born every minute," still holds good, the Industry which is merging, directed by the financial genius for consolidation of Showmen from the "chin up," these may make pictures talk and the box-office register profits.

Wall St. is interested in "Talking Motion Pictures." The instruments, by which Motion Pictures will talk, are understandable by Wall St. They are concrete, solid facts.

The music box, hand organ, gramophone, victrola, player-pianos, orthophonic, Duo-Art, have had their successful days; and the last two mentioned are competing today with Radio for a place in the world's sun of popularity.

Wall St. likes all the "can music;" which has, and is being produced, and Wall St. likes "Talking Motion Pictures;" and is selling the idea to our Showmen, who in turn will sell to the exhibitors and so on to the public. Pictures should remain intelligently dumb. No one would thank a painter who caused the subject of his canvas to talk. The eye and mind are satisfied with what the silent painting has to offer.

When Pygmalion's Galatea was given life by the gods, all who came in contact with her, including her creator, wished she would become dumb again.

Motion Pictures will talk, some well, some indifferently. The public will be interested, but after a season or two the public will long for the good old days when the ear was given a rest from the business of "listening in."

Ray Lewis

Ray Presents

DID YOU read all about me in the Film Daily, going to Vienna, to have a major operation and a year's leave of absence?

For the benefit of those who do not understand the technique of surgery, a major operation means that something is cut out of you, you become a minus somewhere, and sometimes "the operation is successful, but the patient dies."

Vienna is famous for many things in addition to operations, for instance "wine, woman, song," if there is one place which I would like to visit, it is Vienna, but not to cut anything out. A woman needs to be healthy in Vienna to enjoy its bracing air and opportunities.

VIENNA is also famous for making passe women uplift their chins, breasts, and abdomens. Anything that has a tendency to fall, may fall in Vienna, but the experience is uplifting.

No one has translated into Viennese "watch your step," or your instep. Fallen arches are more rare in Vienna than fallen women, but no woman, according to Vienna's psychology, is given "the air," with the exception of the unsexed woman, who is told to go to Iceland where the surroundings would be more congenial.

IN VIENNA, a woman who still dreams of romance, even at sixty, can have "monkey-glands" grafted on her, where they will do the most good. Some call it "monkey-business," but it's a major operation. Personally, I was never interested in majors, generals are more in my line, being ambitious, as for "monkey-glands," what would I do with them? It keeps me busy practicing self-control now. I know its deep, but if you think it over, you'll get it.

The Film Daily may have a sense of humor, a major operation for me, and a year's leave of absence, may infer that I am in need of a resurrection. Might I be permitted to inform the Film Daily that a little bird told me that I was not yet in need of major operations, since all that belonged to me internally and externally was functioning healthily and merrily, and far from needing a year's leave of absence, I was just beginning to wonder how to fill in the extra time which I have on my hands.

THE ARTICLE was headed "Toronto" indicating that the information came from there. Now I was born in Toronto, I know all their brands of humour, in fact very little humour is in Toronto, and what is there, has been monopolized by N. L. Nathanson, and myself, the rest of the people are Methodists.

"NAY, nay," said I wrathfully, for anyone would grow wrathful over a major operation and a year's leave of absence, "Toronto is not responsible for sending me to the doctor for a 'cut-out,' nor is Toronto responsible for 'cutting me off' from the U. S. and Canadian Industry for one year." The humour, as presented in the Film Daily, was essentially New York humour.

If the Film Daily will get together with "Sime," who some time ago was worried how to address me, "Mr. or Mrs.," and these two "great papers" will put their heads together editorially, they may be able to tell me what they would like me to "cut out," meanwhile it might be expedient for the Film Daily to "cut out its 'spotlight humour'," the last is very deep too, but written so that "he who runs may read."

IT HAPPENS that we are often curious about political connections with certain periodicals, we take a few guesses and conclude that a connection has been formed here and there, but it just takes one little article to form the connecting link between a chain of circumstantial evidence, which gives you the information which you seek.

From time to time I have heard complaints in connection with our trade press as regards information which certain publications headlined without stopping to inquire how much authenticity there was in the report. The main purpose of such periodicals is to get a headline story, even if the periodical has to deny the whole "bag of tricks" the following day, or maintain a discreet silence in order to cover up "the foolishness of its ways."

THE FILM DAILY knew that the New York address of the Canadian Moving Picture Digest was the Exhibitors Daily Review, and that Ray Lewis was in New York the very day that the item appeared in the daily publication. This paper could have secured any information had it desired to report facts. To publish a statement which informs the Industry that a writer, or publisher in the Industry is going abroad to have a major operation performed, and has secured a year's leave of absence, may

make many in our Industry express a regret that Ray Lewis should be so down and out, physically, but knowing publicity angles I would say that this is as putrid a piece of publicity as anyone could get.

For the benefit of the many friends I have in this Industry, who still are interested in seeing me actively engaged in our Interests, may I reassure them as to my physical and mental condition. I am going to London for a holiday and to make a survey of the Industry there. I am going to France, and to Germany for the same purpose, I intend to have a lot of fun, doing a great deal of business. The more fun I have, and the more business I do, the funnier it will be for me; and I hope that the readers of The Digest will have as much fun out of reading my London, Paris, and Berlin letters, as I will have writing them. Au revoir, but certainly not good-bye!

Movie Studios For British Columbia

Victoria Agrees to Sell Three Acres to Pacific Pictures Ltd.

British movie producers are seriously considering making pictures for release in Great Britain.

At Victoria, B.C., three acres of land will be purchased by a new firm called Pacific Pictures Limited, according to a statement by Ald. H. O. Litchfield, chairman of the property committee who recently investigated conditions relating to the purchase.

"No conflict with any American or Canadian projects already in hand is expected," says Mr. Litchfield.

"U" APPOINTS GARMAN

Universal Chain Theatrical Enterprises, Inc., announces the appointment of L. M. Garman as manager of its Uptown Theatre, Kansas City, Mo. Garman will also supervise the Apollo, Lincoln, Isis, Gillham and Gladstone Theatres, other units of the "U" chain in this city.

Martin Finkelstein has been appointed assistant supervisor of these theatres, having been promoted from the ranks.

EASTERN MANAGERS MEETING AT TORONTO

June 18th.—N. L. Nathanson, General Manager, Famous Players Canadian Corp., is presiding at meeting of Eastern Theatre Managers here to-day.

TORONTO THEATRES

UPTOWN—Manager Nelson Shea—"The Street of Sin," with Emil Jannings — Paramount. Sordid heavy melodrama, excellently acted, well directed by Maurice Stiller; the story is by Benjamin Glazer and Joseph von Sternberg. The scene of this Paramount picture made when Emil Jannings first came to America and only released when the company was sure of the star's popularity, is a typical Limehouse thoroughfare as we know it from the writings of Thomas Burke. The filth and degradation of this haunt of humanity's dregs, exceed anything ever shown before on the screen, even in the famous Griffith production of the same type "Broken Blossoms." There is little or no comedy, a few pathetic scenes, and a great deal of raw meat — fighting, brawling and finally the death of the burly-hero. Aside from the unpleasant story and the lurid atmosphere of the underworld, "The Street of Sin" is characterised by wonderful acting on the part of Jannings and Olga Baclanov, Fay Wray is featured but her acting as the Salvation lass is hardly convincing; she walks through the role as though she hardly knows what it is all about but she makes a sufficiently pretty heroine and is a striking contrast to the bad tempered shrewish woman in the cast played by Olga. Possibly the best scenes are the final ones showing a terrific battle between police forces and the denizens of the "street;" those in which the converted "Basher Bill" starts washing little babies whose mothers are at work, border on maudlin sentiment. Seriously though you cannot overlook Paramount's "Street of Sin;" Emil Jannings is firmly entrenched in the hearts of all lovers of the silent drama, and anything he does is worth playing.

LOEW'S — Manager Jules Bernstein — "The Actress," with Norma Shearer — Metro-Goldwyn-Mayer. Norma Shearer has one of the best vehicles in "The Actress," directed by Sidney Franklin, from Sir A. W. Pinero's popular play, "Trelawney of the Wells," that she has ever appeared in. One wonders why the title of this picture was changed but whatever liberties have been taken either with script or title, the picture remains one that should do business everywhere, especially throughout Canada where Miss Shearer is so deservedly popular. Rose Trelawney is one of the most charming, lovable and beautiful

heroines that even Metro has presented for a long time. Reminiscent of the old world charm that pervades "Quality Street," played recently at Loew's in Toronto, "The Actress" has even more to recommend it. Comedy, romance and pathos follow one another rapidly, the Victorian costumes are graceful, delightfully feminine and worn with the correct air of dignity and restraint by Miss Shearer. Ralph Forbes is an elegant and handsome hero though unbelievably faithful to family traditions and repressions; Owen Moore and O. P. Heggie, the latter, well-known to Toronto audiences as a member of the Vaughan Glaser company, are also in the cast. Mr. Heggie was also in the original "Trelawney of the Wells," cast with John Drew and many other favorites of his period. Don't hesitate about "The Actress" — it should prove a big box-office attraction as well as one of your most dignified and worth while offerings.

PANTAGES—Manager Fred Shafer — "The Hawk's Nest," with Milton Sills — First National. Wid Gunning wrote the story from which this picture was taken and Benjamin Christensen does some interesting direction, especially in scenes showing New York's Chinatown. In fact the best part of the picture is the underworld atmosphere, especially in the early parts when the fakes used to attract sightseers to Chinatown are exposed. Milton Sills deserves better material but he has lost some of the staid and reserved manner that often characterises his work, his first appearance with a hideously scarred face is worthy of Lon Chaney, as a marvel of make-up. After discarding it, Sills' work seems more natural and his performance is satisfactory throughout. Doris Kenyon looks very lovely and younger than ever; this girl has been on the boards a long time and has certainly found the "spring" or is it "fountain of youth?" Other excellent characterizations are those of Montague Love as the underworld gangster head, Mitchell Lewis, Stuart Holmes and several score of Chinese extras.

TIVOLI — Manager Tom Daley — "Ramona," with Dolores Del Rio — United Artists. Fifth and final week for this splendid feature which has met with unusual success, and played to packed houses at ever performance. This long run at the Tivoli is almost phenomenal at this

time of the year when Toronto is turning to every form of out-door sport. Golf, races, baseball, swimming, Sunnyside, nothing keeps people from seeing the touching tale of Spanish-Indian love in the 1850's.

SHEA'S HIPPODROME—Manager C. J. Appel — "The Skyscraper," with William Boyd, Alan Hale, Sue Carol, Alberta Vaughn — Pathe DeMille, directed by Howard Higgin, is one of the pictures that easily ranks as a Pathe-DeMille special. Adapted by Elliott V. Clawson and Tay Granett from the story by Dudley Murphy. "The Skyscraper" is a comedy romance of industrial workers, chorus girls and what "Opper" calls "the common people." It registers every minute, works up to a big climax, and finishes most satisfactorily. Giant steel girders, huge beams, derricks and all the modern machinery that creates skyscrapers "while you sleep," form the background for a delightful love story with plenty of pathos as well as romance. Much human interest centres in the courtship of the little dancer by the six foot "Blondy" played by William Boyd; his running mate, Alan Hale, as the "Swede," provides much of the rollicking comedy. Sue Carol is charming, demure and very easy to look at. Alberta Vaughn is cute in her smaller role; and there is a thrilling moment when poor little Wesley Barry swings to his death at the end of a rope at the same moment that he answers his father's warning with "Horsefeathers, Dad, this is duck soup." "The Skyscraper" is different and worth while.

PANTAGES — "Vamping Venus," with Charlie Murray and Louise Fazenda—First National. Played the week of June 9th. Directed by Eddie Cline, this comedy is a distinct departure from Charlie Murray's usual line of work. The fun is not of the side splitting kind though Murray and Louise Fazenda do their best with an idea that reminds one of "A Connecticut Yankee." In "Vamping Venus" the scene is laid in ancient Greece; Murray sees his sweetheart as Venus, his wife as Circe, others in the cast besides Murray and Miss Fazenda are Gustav von Seyffertitz, young Spec O'Donnell, and Fred O'Beck. High class picture but somewhat lacking in popular appeal. —L. E.

E. W. Hammons Sails Vocafilm May Talk Abroad

E. W. Hammons, President of Educational, sailed for England last Saturday.

Sometime back Mr. Hammons secured the picture rights of Vocafilm.

NEW MANAGER FERN THEATRE

F. W. Robertson, formerly identified with retail business activities in Almonte, Ontario, has acquired the Fern Theatre, Ottawa, a handsome and popular neighborhood house. Herbert C. Benson operated the Fern Theatre for a number of years. The Fern is one of the oldest amusement centres in Ottawa but it has been consistently successful year in and year out.

Mr. Robertson has made a number of structural improvements in the Fern and the building has been redecorated. He is also booking a better line of pictures.

Lt.-Governor Ross Occupies Box at Pantages

Motion Pictures are enjoying increasing official and social recognition in Toronto. Lt. Governor Ross reserved a box for himself and several guests on Monday night, June 18th, at the Pantages.

Whether Ella Shields, versatile English variety artist or Milton Sills in "The Hawk's Nest" was the attraction, does not matter. Manager Shaffer was glad to welcome Ontario's popular Lieutenant Governor.

Rowland V. Lee has been assigned to direct George Bancroft in "The Wolf of Wall Street," which will be produced by Paramount following Bancroft's "The Docks of New York."

Keith Vaudeville at Imperial Montreal—Change of Policy For Palace and Princess

A shake-up in the policies of a number of big theatres is taking place in Montreal, Quebec.

When the Imperial Theatre re-opens in July under the management of Howard W. Conover, it will have a two-a-day Keith vaudeville policy. Previous to closing a month ago, the Imperial had been giving continuous shows.

The Palace Theatre, operated by Famous Players with George Rotsky as manager, is to close shortly to permit the construction of a full stage and other alterations, after which it will offer Pantages vaudeville and moving pictures.

Loew's Theatre, under the management of James Adams, will continue as before but the Princess Theatre, with Ed. Charlton at the helm, will specialize in musical and other road shows. The St. Denis Theatre, managed by Joseph Cardinal, is featuring pictures with stock musical attractions of a high order.

J. M. Franklin's Daughter Talented Violinist

Lillian Franklin, lovely daughter of J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, appeared in the role of guest artist at an important musicale in the Canadian Capital on June 15. Miss Franklin is one of the finest violinists in Eastern Canada.

Prince's Ranch Filmed Brit. Can. Pictures Ltd.

Lord and Lady Anglesey Appear in Prominent Roles

Winnipeg.—Lord and Lady Anglesey have been photographed in the motion picture, which is being made by the British Canadian Pictures, Limited, under the direction of Neal Hart. Mr. Hart and his company returned to Calgary, Alta., after having made many scenes at the Prince of Wales' ranch, at Guy Weadick's ranch, and at Freddie Nash's ranger station, on the upper reaches of the Highwood. "We made several scenes at the Prince of Wales' ranch and while we were photographing some of the houses, Lord and Lady Anglesey visited the ranch. They willingly consented to take part in the picture and made splendid actors too," Mr. Hart declared. Lord Anglesey, who is Lord Chamberlain to Her Majesty, Queen Mary, has been visiting his oil properties in the De Winton area. Miss Mary Cross, daughter of A. E. Cross, of Calgary, and Frank Newton, also of Calgary, were the principal actors in the scenes laid at the Prince of Wales' ranch, and all the shots taken will be worked into the picture in the process of production.

Richard Arlen has drawn a desirable future assignment in "Dirigible," a spectacular Paramount production based upon the Zeppelin type of airship, which William Wellman will direct this summer.

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United Amusements Ltd. Score in Theatre Fight

**Writ Issued to Enjoin Judges to
Restrain From Criminal Pro-
ceedings Against Company**

The fight in the Province of Quebec over the question of Sunday shows took a sensational turn when the United Amusements, Limited, Montreal, scored a legal victory over the Quebec Provincial Government by securing a writ from Mr. Justice Coderre of the Superior Court at Montreal on June 1 prohibiting criminal proceedings against the Regent Theatre for operating on Sundays. The Regent is one of 12 Montreal theatres operated by United Amusements and it was one house which had been named in the test cases instituted by Hon. L. A. Taschereau, Premier of Quebec.

The writ is tantamount to a court injunction and it halts criminal action against the theatre because of Sunday shows. In the petition for the writ it was stated that United Amusements, Limited, being a corporation, could not be prosecuted on a criminal charge. It was also claimed that presentations of moving pictures did not constitute a theatrical performance in the eyes of the law. The Provincial statutes contained no prohibition of moving picture shows on Sundays. The Provincial law banned theatrical performances but said nothing about moving pictures. Moving picture presentations had been permitted in the Province of Quebec on Sundays since February 28, 1907, under existing laws. The Federal statutes invoked by the Quebec Provincial Government did not make a crime of Sunday shows.

For these reasons the corporation asked that a writ of prohibition be issued to enjoin the judges of the criminal courts from proceeding with the test actions. The writ was ordered issued by the Superior Court Judge and it was served on Judge Marin of the Court of Sessions and High Constable Cinq-Mars, sheriff of Montreal, who presented the summons to the theatre company. Prosecution of the company has therefore been halted and Sunday shows are being held as usual.

TORONTO THEATRES IN COOL SUMMER GARB

The Uptown, Loew's and nearly all first class theatres appear cool and summery with their changed hangings, fountains and abundance of greenery.

Lobby and mezzanine furnishings are well worth the money expended to give patrons an impression of refreshing coolness.

Miss Calgary Wins Theatre Beauty Contest

**Will Appear as "Miss Canada"
in International Beauty Show,
Galveston, Texas**

Winnipeg.—Miss Calgary was declared winner of the bathing beauty contest after the final balloting was held at the Capitol Theatre, Winnipeg, on the return of Earle Hill and his Capitoline show from a week's tour of the West. The winning miss, among the beauties of Winnipeg, Regina, Sask.; Victory, B.C.; Nanaimo, B.C.; Moose Jaw, Sask., and Calgary, Alta., left Tuesday for Galveston, where she will appear as "Miss Canada" in the International Pageant of Puchritude. She was accompanied by Mrs. H. M. Thomas, wife of the western division manager of the Famous Players Canadian chain. Miss Calgary's position was closely contested by Miss Winnipeg in the balloting.

The winners will be entertained at the various picture studios in Hollywood, and attend a dinner given by some of the screen stars in their honour. Miss Winnipeg was a very close second to Miss Calgary. At the final day in Winnipeg the Capitoline presented the same show with which they have been touring the West. It was a consistent succession of the best numbers presented in the past few months at the Capitol and the fun was made rapid fire by the announcements of H. M. Thomas who was Master of Ceremonies. Earle Hill, the Capitol-

ians, Jean Middleton, Hubert and Francis, Marion Brown and Mike Goodman all took part. The feature photoplay which travelled with the show was "The Bachelor's Baby."

MARY AND DOUG. ARRIVE IN NEW YORK

Even Mary Pickford's charming smile could not persuade the N. Y. customs men that the value of publicity would reduce shopping to such a minimum as that declared by the famous star on her 32 boxes, trunks, bags, etc. Her luggage has been detained for further examination.

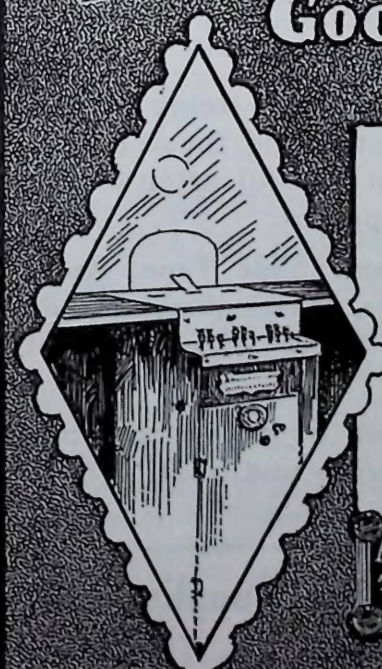
Cobourg, Ontario, To Have New Capitol Theatre

The 10-year lease of the Capitol Theatre, Cobourg, Ontario, by the Famous Players Canadian Corp., is expiring, it is reported, and the corporation officials at Toronto have selected a site on King Street, Cobourg, for the erection of a moving picture and vaudeville theatre. A. E. Cauley has been manager of the Capitol for some time.

This theatre was originally owned by the Allens of Toronto but with the downfall of the big Allen circuit in the Dominion, the Cobourg theatre was one of many to pass into the control of Famous Players.

Buster Keaton and Ernest Torrence in "Steamboat Bill, Jr.," will be seen throughout the world in 1928. Charles (Chuck) Reisner directed from Carl Harbaugh's story of life on a Mississippi river boat. Released by United Artists.

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NEW YORK CITY

Big Crowds Throng Loew's at Re-Opening

Loew's Theatre re-opened to the public on Monday of this week, as scheduled with the usual vaudeville and picture program, as well as a special organ recital on the wonderful new \$30,000 Wurlitzer.

Crowds thronged the lobby long before noon literally waiting to crash the doors, and when the second performance started, enough people to absolutely pack the house were already in line.

The public love the new turquoise blue, ivory and gold decorations and the comment of the feminine part of the audience leaves no doubt at all about the innovation provided by the cosmetic room just adjoining the ladies' lounge on the mezzanine.

Mauve moire is used on the walls, a festooned ceiling of the same material drapes from the corners into a charming crystal fixture in the centre, while small individual mirrors are placed at intervals along both sides of the room. Mauve lacquer tables and chairs complete the modernistic note.

This little room might very aptly be called "The Lady Willingdon Salon," featuring the color scheme so much in vogue at Rideau Hall.

Talented Employees At Trent Theatre, Trenton

Manager W. H. Smith of the Trent Theatre, Trenton, Ontario, sprang a real surprise on the community by introducing both his organist and cashier as soloists for the last Music Lovers Night of the season, these having

been Wednesday night features for the past 24 weeks.

Harry Hirst, the organist, broke into the first verse of a solo selection as he was seated at the console. He made a hit with the audience but there was real applause when, at the opening of the second verse, the stage drapings were parted, revealing Miss Gertrude Doidge, known to all patrons as the cashier out front, sitting on the edge of a canoe, banked with flowers. The musical skit was the talk of the town.

Movie Operators Week With Pay

Agrees to Summer Holiday

The following news item printed in a recent issue of the Toronto Globe speaks for itself:

"International Vice-President William J. Covert, of the Moving Picture Operators' Union announced yesterday that the Famous Players' Corporation of Canada had agreed to give operators employed in its Toronto houses one week's holidays with pay this summer. Other theatres giving holidays with pay are Loew's, the Madison and the Park, according to Mr. Covert.

"This is one of the best concessions we have received in years," said Mr. Covert. "Not only does the Famous Players' Corporation recognize the union and give union conditions, but it gives holidays with pay. The same is to be said of the other houses. I believe we are the only union in Eastern Canada in this happy position."

The Famous Players' Corporation

employs 42 operators in Toronto houses. N. L. Nathanson is said to have been responsible for the move of the company to give its operators a vacation, while Manager Bernstein of Loew's Theatre was in full sympathy with the idea.

Quebec Theatre Owners Convene at Montreal

Discuss Oppression Resulting From Taschereau Legislation — Mayor Houde Present

On June 14th, the Province of Quebec Theatre Owners Association, comprising 115 out of a possible 125 theatre proprietors in cities of Quebec, was organized at a one-day convention in the Windsor Hotel, Montreal, for the purpose of dealing with the situation resulting from legislative oppression at the hands of the Quebec Government.

Business sessions were held behind closed doors for the purpose of formulating policies of operation, after which the following officers were elected:

President, J. L. Patenaude, Theatre Francais, Montreal; vice-president and secretary, D. A. Burpee, Maurice and West, Montreal; treasurer, George Nicholas Ganetakis, United Amusements, Limited, Montreal; directors, Harry Dahn, Capitol Theatre; H. Kauffman, N. N. Lawand and Joseph Cardinal of the St. Denis Theatre, Montreal; A. Bilodeau, Drummondville; Donat Paquin, Laurier and Eden Theatres, Hull; A. J. Robert, Three Rivers; J. A. Paquette, Quebec; A. Morrison, Quebec; T. H. Trow, Three Rivers and J. Rosenbloom, Lachine.

The convention concluded with a banquet at which there were numerous speakers, practically all of whom avoided the theatre issues. Mayor Camille Houde of Montreal declared that he did not wish to take a stand on the Sunday show question because he had troubles of his own without taking any from Premier Taschereau of the Quebec Government. Maurice West declared that it was time that the exhibitors should organize for their self-protection, declaring that an important part of their business might shortly be taken from them through the closing of theatres on Sundays.

Other speakers included E. H. Wells, president of the Montreal Film Board of Trade; A. Vaillancourt, Montreal inspector of theatres; President Patenaude; Arthur Gaboury, manager of the Quebec Safety League and Charlemagne Rodier, a Montreal lawyer.

"Listen Children" presents Lloyd Hamilton as a drill master in a young boy's military school. The big funster is ably assisted in his antics by Jack Miller.

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TORONTO

Nat. Council of Women Addressed by P.C. Taylor

Public Gets What It Wants Responsible For Movie Fare

Women's Clubs are introducing a Motion Picture platform at every convention these days, urging change, improvement and many suggestions as to a closer rapprochement between public and producer.

At a recent meeting of the National Council of Women in Toronto, Motion Pictures came in for Editorial attention from the Strand Globe in its issue of June 6th.

"According to a statement made by a prominent representative of the Film Industry in Toronto, the public is getting what it wants. Speaking to the National Council of Women, Mr. Percy Taylor told his audience that the type of film being shown was what the public demanded. "People go to the theatres to be amused, not to be educated," he said, "and the history of the Motion Picture Industry shows that the pictures which have been successful are those which bring laughter, weeping or shock, and the picture which combines the three is a huge success."

There is undoubtedly considerable truth in these words. Educational films, as a rule, do not "take" with the vast majority of picture fans. The habitue of the movie has little interest in ministering to his educational needs through the silent drama of the screen. He either wants his risibilities tickled, to feel a thrill run up his spine, or desires to shed a few maudlin tears over the death of some altruistic villain.

But if public taste has reached this level today it has been the Moving Picture people themselves who have been largely responsible for it. A steady process of attrition has gone on by showing pictures of doubtful quality, until the taste of large numbers of men and women has become vitiated, and what would have shocked the public mind and raised an indignant storm of protest fifteen or twenty years ago is now not only tolerated, but welcomed and applauded when shown on the screen. If the Moving Picture Industry would be of benefit to humanity, let it seek to build up in the same manner in which it has torn down: by replacing the questionable picture with what is clean, inspiring and helpful, and what no one need be ashamed to say he has seen."

Hans Drier, architectural expert who designed the sets for most of the Paramount pictures during the past season, has signed a new contract to remain in his old position.

1929 Films Will Cost \$115,000,000

Coming Year to be One of Biggest in Movie Industry

A conservative estimate of the cost of next year's output is placed at \$115,000,000 by the major producing companies. Improvement to Hollywood studios, advertising campaigns, salaries and general production costs make up these figures.

Rumours of giant mergers, foreign competition and "talking pictures" fill the air with interesting news flashes.

Cinema Prevents Crime Says London Magistrate

In striking contrast to Toronto judicial opinion of the effect of Motion Pictures on youth is the following quotation from "Celluloid" in the Toronto Daily Star of June 9th—

"So much is so often said about the crime-causing effect of certain types of pictures, it is almost startling to find that a London, England, magistrate in a public address in the west end of London, gives the film credit for crime prevention.

"If it is the human story told in the human way, of virtue and goodness triumphing over vice and filth, that will make for good, I am certain the cinema is the greatest civilizing factor among us. Childhood is introduced into a world of harmonies and beauty, and adolescence and middle age have consolations and vistas of a bigger world than that of work and toil."

The chief constable of Edinburgh did not hesitate to name the cinema as one of the reasons why crime had diminished in that city."

N. L. NATHANSON LEAVES FOR WEST Will Attend Convention Western Managers at Banff

N. L. Nathanson left Toronto this week for Saskatoon where Famous Players Canadian Corporation is erecting a new theatre.

Mr. Nathanson will later attend the Convention of Western Managers at Banff Springs Hotel, called together by H. M. Thomas, Western Division Manager for their annual parley.

Clarence Robson, who with Mrs. Robson, is on a holiday trip to Alaska will probably be a visitor at the Convention in July also.

Theatre Building Active in Canada

Much activity is being seen in theatre building operations in the Provinces of Ontario and Quebec, a number of important projects having been reported, four being in Montreal alone. They include:

Montreal.—Electric Theatre, being erected by Electric Theatre, Limited, 570 St. Catherine Street; cost \$500,000; architect, E. A. Doucet, 195 St. Catherine Street East.

Montreal.—Theatre being started on Notre Dame Street West, by United Amusements, Limited, 12 Mayor St., Montreal; cost \$150,000; architect, R. Gariepy, 15 St. James Street West. This company already operates 12 theatres in Montreal.

Montreal.—Benjamin Isaacs, 52 Arlington Avenue, Westmount, has purchased a large site at St. Catherine Street West and Chomedy Street, and plans are being prepared for a theatre.

Windsor, Ont. — The Paramount-Windsor Company, Limited, a subsidiary of the Famous Players Canadian Corp., Royal Bank Bldg., Toronto, has purchased the site at Ottawa Street and Moy Avenue, Windsor, for a theatre seating 1,500. Paramount-Windsor Company already has the Capitol, Palace and Walkerville Theatres. N. L. Nathanson of Toronto is president while Wallace R. Campbell, Col. Walker McGregor and Simon Meretsky are associates.

Ottawa, Ontario.—Famous Players Canadian Corp. has started construction of the Capitol Theatre, Ottawa; cost \$1,250,000; architect, Thomas Lamb Company of New York; this theatre is scheduled to open January 1.

Ottawa, Ontario.—P. J. Nolan is building the Avalon Theatre, Bank Street and Second Avenue; cost \$60,000; this theatre is being constructed according to the plans and specifications of Mr. Nolan who already operates the Rex and Columbia Theatres in Ottawa. It will seat 1,000, and is scheduled to open September 1.

Canada In Films To Be Shown Abroad

Seeing Canada films made by the Canadian Government will not only be shown in 300, or 400 British theatres this year, but in Germany, France and Central Europe as well.

Capt. Frank Badgley, M.C., Director of the Canadian Government Motion Picture Bureau made this announcement at Ottawa recently; it was then received not only by theatre people but by merchants, bankers and the general public who recognise the ever increasing value of Motion Pictures as an advertising medium.

Round About the Studios

Arthur Lake is to star and Lillian Gilmore will play the leading feminine role in "Horace of Hollywood," a comedy series of one-reelers to be made by Universal, according to an announcement by Carl Laemmle, president of Universal Pictures Corp. Doran Cox will direct them under the supervision of William Lord Wright.

"Jessie's James," the first of the twelve two-reel H. C. Witwer-Cosmopolitan Magazine stories of a chorus girl and a jockey, has been completed by Larry Darmour for FBO.

Al Herman directed. The cast includes Alberta Vaughn, Al Cooke, Lewis Sargent, Willie Gray and Elinor Flynn.

"Blondes Beware," a new Tuxedo Comedy, features Johnny Arthur in what has been described as his funniest comedy of the season. Jack Miller materially aids in the uproarious funmaking.

Conrad Nagel is back in uniform again. The actor who has scored notable successes in many foreign roles, wears the uniform of an Austrian officer in Greta Garbo's starring picture "War in the Dark" for Metro-Goldwyn-Mayer.

The cast of "The Water Hole," the Paramount western based on a Zane Grey story and starring Jack Holt, has been increased by the addition of Jack Perrin, Jack Mower, "Tex" Young and Lydia Yeamans Titus. Nancy Carroll is leading woman.

Vilma Banky becomes a star in her own right, after five co-featured and co-starring films with Ronald Colman, when Samuel Goldwyn presents her in "The Awakening," an original story by Francis Marion. This is a modern story of Alsace-Lorraine and the awakening of a girl's love-life. Victor Fleming directing. Released by United Artists.



Marion Davies, as she appears in "Her Cardboard Lover," a Metro-Goldwyn-Mayer feature, directed by Robert Z. Leonard.



Colleen Moore, star of First National's "Happiness Ahead," playing the Uptown Theatre, Toronto, week of June 23rd.

Jocelyn Lee has been signed by Universal to play an important role in "The Night Bird," Reginald Denny's comedy of the prize ring.

"The Night Bird" was written by Frederic and Fanny Hatton. Earle Snell adapted it for the screen and wrote the continuity. Fred Newmeyer is directing it.

Wallace Lupino, who is to appear on Educational's new program largely in two-reel comedies, scores heavily in two of the three Cameo Comedies released in July. He is featured in "The Last Laugh" and "Hard Work," both being one-reel fun vehicles packed with a real comedy wallop. The other Cameo Comedy, "Oh Mama," featuring Jack Miller, is rated as being well above the average in this field.

Marceline Day spent the last two weeks in a swimming suit for an episode in Buster Keaton's starring picture, "The Cameraman." The sequence was filmed at one of the beach plunges and Keaton is said to be funnier in a bathing suit than in any other costume. Metro-Goldwyn-Mayer.

Mary Brian's twenty-sixth leading role since she entered moving pictures has just been assigned to her. She will have the feminine lead opposite Charles Rogers in the latter's first Paramount starring picture, which deals with college life.

Dolores Del Rio will be starred in "Revenge," now almost completed. Edwin Carewe, director of "Resurrection" and "Ramona," is making this version of Konrad Bercovici's short story, "The Bear-Tamer's Daughter." Finis Fox adapted. Leroy Mason, a virtual unknown, is leading man. United Artists' release.

Mary Nolan, the blonde beauty recruited by Universal from the musical comedy stage and seen in several recent Universal pictures, will be featured in a picture for next season, it is announced at the Universal home office. The picture will be "Come Across" from a story by Charles W. Tyler. J. Grubb Alexander is doing the continuity. William Wyler will direct the picture, which is of the underworld type.

"Roaming Romeo," the new Lupino Lane Comedy, sees the famous screen funster in the unique guise of a galley slave back in the days of Nero. Lane's funmaking in the castle of a Roman emperor, following his escape from the slave boat, furnishes him one of his most amusing comedy spectacles.

Gloria Swanson's successor to the enormously remunerative "Sadie Thompson" will be "The Swamp," an original story to be directed by Eric Von Stroheim, author of the tale. The locale is German East Africa. To be released by United Artists.

Florence Ryerson, Paramount scenario writer assigned to adapt for the screen the mystery story best seller, "The Canary Murder Case," has come east for conferences with S. S. Van Dine, author of the book. Paramount will produce the picture, assigning the detective role of "Philo Vance" to William Powell. It will be Powell's first starring picture.

The grudge fight of a gob and a marine forms the comedy theme in "Leaping Luck," a new Mermaid Comedy featuring George Davis and Monty Collins. Davis appears as the marine while Collins is the cocky sailor of the picture.

Lionel Barrymore, who had a long stage career, including the leading role in David Belasco's stage production of "Laugh, Clown, Laugh" before entering films, has been signed to a long-term contract by Metro-Goldwyn-Mayer, and in all probability, this company announces, will be seen and heard in its first "talking picture."



"Hands up," says "Wheezier," youngest member of Hal Roach's "Our Gang," whose comedies are released through Metro-Goldwyn-Mayer — 'nuff said.

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